



The logo for waterproofFL features a stylized blue wave graphic above the brand name. The word "waterproof" is in a lowercase sans-serif font, and "FL" is in a larger, bold, uppercase sans-serif font. Below the brand name, the tagline "POOL SAFETY IS EVERYONE'S RESPONSIBILITY." is written in a smaller, all-caps sans-serif font.

waterproofFL
POOL SAFETY IS EVERYONE'S RESPONSIBILITY.

WaterproofFL: “POOL SAFETY IS EVERYONE’S RESPONSIBILITY.”

1 OVERVIEW

WaterproofFL is a drowning prevention awareness campaign developed by the Florida Department of Health, Office of Injury Prevention (OIP).

The statewide initiative promotes the importance of keeping children safe when at or near the pool by incorporating “layers of protection”: supervision, barriers and emergency preparedness. Through public education, expanded partnerships and Web-based outreach, the waterproof message will reach millions of Floridians who may not realize that drowning is the leading cause of death for children 1-4 years old in the Sunshine State.

Although we all have a right to enjoy the sun and fun, owning a pool comes with responsibilities. So, whether you’re a parent, caregiver, neighbor or business – pool safety is everyone’s responsibility.

The success of the WaterproofFL campaign depends in large part on the commitment of its partners. Currently, the WaterproofFL initiative includes more than 20 partner organizations. These organizations have agreed to share WaterproofFL branded materials and messages with their members, stakeholders and clients. Branded materials include: logo, brochures, posters, swim bags, drowning prevention video and public service announcements.

2 CAMPAIGN GOALS

- Build a diverse coalition of partners to help reduce Florida’s rate of drowning among young children.
- Educate key audiences about pool safety and promote the incorporation of “layers of protection.”



ENCOURAGE POOL HOMEOWNERS TO ADD MULTIPLE BARRIERS TO HELP ENSURE POOL SAFETY, EVEN IF THEY DON'T HAVE CHILDREN.

3 OIP INFORMATION

WHAT DOES THE OFFICE OF INJURY PREVENTION DO?

The Florida Department of Health, Office of Injury Prevention program provides the statewide coordination and expansion of injury-prevention activities (data collection, surveillance, education, and the promotion of interventions) through and with communities, county health departments, and other state agencies with expertise and guidance in injury prevention.

Injuries are the leading cause of death among Florida residents ages 1-44 and the third leading cause of death overall, after heart disease and cancer. The majority of injuries are unintentional, or accidents like drownings, falls, poisonings, motor vehicle crashes, bicycle and motorcycle crashes, and pedestrian injuries. However, injuries can be inflicted intentionally through self-harm or by another individual, such as suicide, sexual violence or abuse.

The program created the Florida Injury Prevention Injury Surveillance system to monitor the occurrence of fatal and non-fatal injuries for information that can be used to plan and implement measures to control, reduce, or eliminate injuries. Many DOH programs and DOT, DOEA and the Office of Statewide Suicide Prevention use this data on a regular basis to document the need of prevention programs.

Other programs include the Special Health Needs Car Seat program for children who cannot fit into a regular car seat because of their medical conditions. The Bicycle Helmet Program provides free bicycle helmets to low-income children to prevent traumatic brain injuries from bicycle crashes.

The Office of Injury Prevention is the lead agency for Safe Kids Florida, representing 16 local Safe Kids coalitions and chapters working with child safety advocates in their communities to prevent unintentional injuries to Florida's children aged 14 and under. In 2008, the childhood unintentional injury fatality rate in Safe Kids counties was 31% lower than the rate in non-Safe Kids counties, which corresponds to 106 fewer deaths than expected, had the fatality rate been the same as non-Safe Kids counties.



**THE PROPER PHYSICAL BARRIERS SERVE
AS A CRUCIAL LAYER OF PROTECTION.**

4 LOGO STANDARDS

The WaterproofFL Brand is a symbolic embodiment of all the information connected to the campaign and serves to create associations and expectations around it. The Florida Department of Health encourages its WaterproofFL partners to cross-brand the logo by placing it on their web sites and collateral, and by showing the WaterproofFL video to Sunshine State residents and clients. This document includes information to assist you with the cross-branding process by providing a set of guidelines to help facilitate and inspire communications that build and maintain the WaterproofFL brand.

All design elements, including the logo, color, typography and messaging play an important role in supporting and reinforcing a consistent identity. These logo standards have been developed to explain the elements of WaterproofFL's identity and provide guidelines for implementation.

The logo consists of the water drop graphic, the WaterproofFL logotype and the tagline—Pool safety is everyone's responsibility. It should not be redrawn, digitally manipulated or altered.

The logo must always be reproduced from a digital master reference. Digital files with .eps extensions should be used for all printed materials. Digital files with .jpg extensions should be used primarily for Web sites and on-screen viewing. Please consult your print vendor for their preferred file format before submitting files for production. Electronic files for the WaterproofFL logo are available online at: <http://www.WaterproofFL.com/resources.shtml>.

5 ACCEPTABLE LOGO VARIATIONS

The WaterproofFL logo should only appear in the four color variations shown on this page.

Gradient Version:



Two-Color Version:



Black and White:



Black and White Reversed:

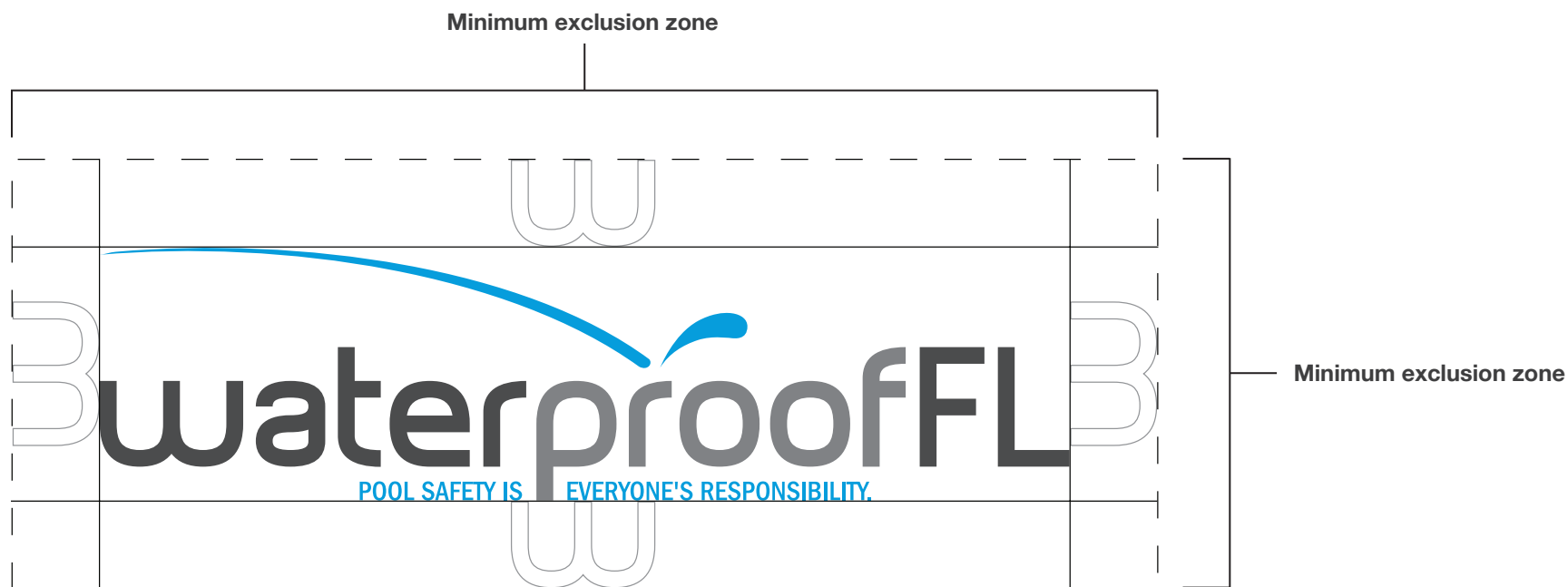


(The reversed logo should only be used on dark backgrounds.)

6 EXCLUSION ZONE

In order to maximize its visual presence and impact, the WaterproofFL logo requires a surrounding area clear of any other visual elements or text.

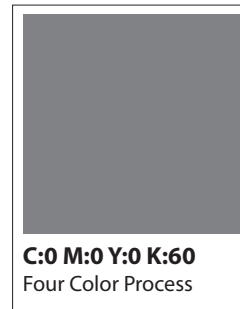
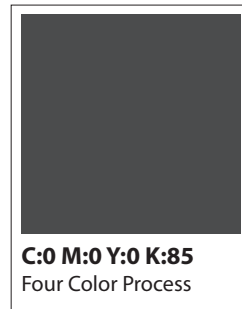
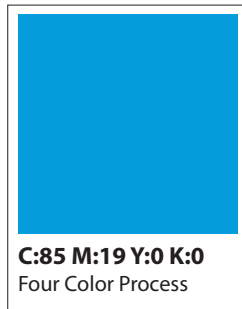
The minimum exclusion zone is equal to the height of the “W.” Though some applications call for more, always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.



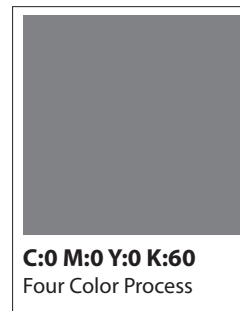
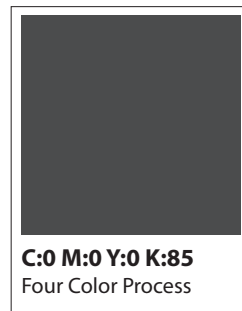
7 COLORS

The following color palettes are acceptable for use with the WaterproofFL brand:

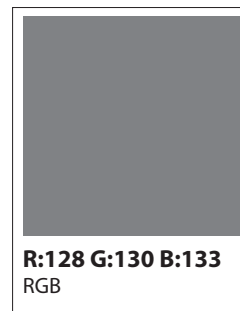
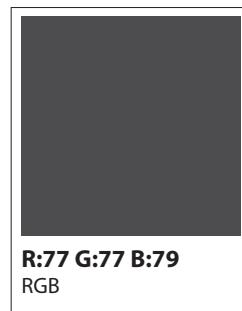
Two-Color Version:



Gradient Version (CMYK):



Gradient Version (RGB):



8 UNACCEPTABLE LOGO VARIATIONS

The set of examples shown below does not include all non-compliant possibilities. Use unaltered logos to ensure best practices.



Do Not skew, rotate, stretch or otherwise alter the shape of the logo.



Do Not add text or other visual elements to the logo.



Do Not add extra visual elements to the logo.



Do Not alter the color of the logo.



Do Not add a drop shadow behind the logo.



Do Not add any artistic filters to the logo, such as embossing.



Do Not place the logo over distracting backgrounds or photographs.



Do Not enclose the logo in a shape.



Do Not separate the water drop graphic from the logo.



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